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storing the selected information selected at said selecting step; and  
erasing the selected information stored at said storing step,  
wherein said receiving step includes the steps of extracting said additional  
information and transmitting the additional information extracted at said extracting step for  
reception at said receiving step,  
wherein the additional information includes advertisement information included in the  
information received by the electric apparatus, and  
wherein the advertisement information includes coupon information.

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#### REMARKS

Favorable reconsideration of this application, in light of the present amendment and the following discussion, is respectfully requested.

Claims 33, 34, 37-57, 60-71, 74-84, 87-96, and 99-108 are pending; Claims 36, 59, 73, 86, and 98 have been cancelled; and no claims have been newly added herewith. It is respectfully submitted that no new matter has been added by this amendment.

In the outstanding Office Action, Claims 33, 34, and 36-55 were rejected under 35 U.S.C. § 103(a) as unpatentable over Schein et al. (U.S. Pat. No. 5,801,787, hereafter Schein) in view of Kunkel et al. (U.S. Pat. No. 5,961,603, hereafter Kunkel); and Claims 56, 57, 58-71, 73-84, 86-96, and 98-108 were rejected under 35 U.S.C. § 103(a) as unpatentable over Schein in view of Kishtaka (U.S. Pat. No. 6,084,643).

With regard to the rejection of Claims 33, 34, and 36-55 under 35 U.S.C. § 103(a) as unpatentable over Schein in view of Kunkel, this rejection is respectfully traversed. The pending independent claims all recite that "additional information includes advertisement

information included in the information received by the electric apparatus, and wherein the advertisement information includes coupon information." <sup>2</sup>

Schein relates to a television schedule system method of operation for multiple program occurrences. However, as admitted in the Office Action at page 3, Schein fails to disclose or suggest that the additional information is advertisement information included in the information received by the electric apparatus.

The Office Action addresses this admitted deficiency by relying on Kunkel. Kunkel relates to an access system and method for providing interactive access to an information source through a network distribution system. Kunkel describes that a system and method for accessing internet-based and other information through a television and a television distribution network enables the user to access and view information that is related to a programming content of a currently viewed broadcast.<sup>3</sup>

However, there is no suggestion anywhere in either of the teachings of Schein or Kunkel in support of the idea that *coupon information* may be included in the information provided to the user. At page 4, when addressing the coupon information previously recited, for example in Claim 36, the Office Action states "'advertisement information includes coupon information' and would have been obvious over Schein col. 5, lines 31-37, since the advertisement could have been in the form of pop-up ads or overlay, and may include coupon information." However, there is simply no suggestion in the teachings of either of these references in support of this assumption.

While the Office Action cites to a specific portion of Schein in support of the proposed modification, it is respectfully submitted that the proposed modification of Schein

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<sup>2</sup>As the amendment to the independent claims merely incorporate features previously recited in the dependent claims, Applicants respectfully submit that no new matter has been added by this amendment.

<sup>3</sup>Kunkel, Abstract.

based on the teachings of Kunkel is solely the result of hindsight reconstruction. The cited portion of Schein (col. 5, lines 31-37) relates to the overlapping of television channels. In the cited portion used to support the proposed modification, Schein describes "by having the ability to delete and activate the channels displayed in the grid guide 40, the user can determine whether to display one of the NBC channels, both of the NBC channels, or neither of the NBC channels." As is evident from this quotation, there is no suggestion within the cited portion of Schein that advertisement information may be provided to the user, or that such advertisement information includes *coupon information*. Accordingly, because there is no support in the teachings of either Schein or Kunkel to support the proposed combination, it is respectfully requested that the rejection of Claims 33, 34, and 36-55 be withdrawn.

Moreover, it is respectfully submitted that there is no basis in the teachings of Schein or Kunkel to support the proposed combination, and the Office Action fails to point to any specific teachings in either of Schein or Kunkel to support the proposed combination. It is therefore respectfully submitted that the proposed combination of Schein and Kunkel is based solely upon hindsight reconstruction.

Regarding the rejection of Claims 56, 57, 58-71, 73-84, 86-96, and 98-108, this rejection is respectfully traversed. As noted above, Schein fails to disclose or suggest the limitations recited in the ending independent claims.

With regard to Kishtaka, Applicants file herewith a Declaration of Common Ownership. Because Kishtaka is only available against the present application as prior art under 35 U.S.C. § 102(e), and Kishtaka is commonly assigned to Sony Corporation, Kishtaka may not be used against the present invention in the manner proposed by the outstanding Office Action.

Accordingly, as Schein fails to disclose or suggest the limitations recited in the pending independent claims and Kishtaka may not be applied against the present application

as prior art, it is respectfully requested that the rejection of Claims 56, 57, 58-71, 73-84, 86-96, and 98-108 be withdrawn.

Consequently, in view of the foregoing discussion and present amendments, it is respectfully submitted that the above-identified application is in condition for immediate allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

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IN THE CLAIMS

Claims 36, 59, 73, 86, and 98. (Cancelled).

33. (Twice Amended) A control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting additional information extracted by said extraction unit to a receiver, that receives information transmitted via a transmission medium, comprising:

a transmitting unit for transmitting the control signal to the electric apparatus;

[a] the receiver for receiving the additional information [that has been extracted from the received information and] transmitted by the electric apparatus;

an output unit for outputting the additional information received by the receiver to a display device;

a memory for storing at least a portion of said additional information; and

an erasing unit for deleting said information stored in said memory,

[wherein said electric apparatus includes an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting the additional information extracted by said extraction unit to said receiver, and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

47. (Twice Amended) A transmission medium for transmitting a computer program that is used in a control device which controls, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, the computer program comprising the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the [received] information and transmitted by the electric apparatus; [and]

outputting the additional information received in the receiving step to a display device;

storing at least a portion of said additional information in a memory; and

selectively deleting said additional information stored in said memory,

wherein said computer program further includes the steps of extracting said additional information and transmitting the additional information extracted at said extracting step for reception at said receiving step, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

48. (Twice Amended) A control method, comprising the steps of:

storing a computer program transmitted from [the] a transmission medium, configured for transmitting said computer program that is used in a control device which controls, by transmitting a control signal, an electric apparatus that receives information transmitted via [a] the transmission medium, the computer program including the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the [received] information and transmitted by the electric apparatus; [and]

outputting the additional information received in the receiving step to a display device;

storing at least a portion of said additional information; [and]

selectively deleting said information stored in said memory; and

performing a control by using the computer program,

wherein said computer program further includes the steps of extracting said additional information and transmitting the additional information extracted at said extracting step for reception at said receiving step, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

49. (Twice Amended) An electric apparatus which receives information that is transmitted via a transmission medium and performs an operation in accordance with a control signal that is transmitted from a control device, comprising:

a first receiving unit for receiving the control signal transmitted from the control device;

a controller for performing a control in accordance with the control signal received by the first receiving unit;

a second receiving unit for receiving the information transmitted via the transmission medium;

an extracting unit for extracting additional information from the information received by the second receiving unit; and

a transmitting unit for transmitting the additional information extracted by the extracting unit to the control device,

wherein the control device is configured to store said [extracted] additional information and selectively delete said [extracted] additional information, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

53. (Twice Amended) A control method of an electric apparatus which receives information that is transmitted via a transmission medium and performs an operation in accordance with a control signal that is transmitted from a control device, comprising the steps of:

a first receiving step of receiving the control signal transmitted from the control device;

performing a control in accordance with the control signal received in the first receiving step;

a second receiving step of receiving the information transmitted via the transmission medium;

extracting additional information from the information received in the second receiving step; and

transmitting the additional information extracted in the extracting step to the control device,

wherein the control device is configured to store said [extracted] additional information and selectively delete said [extracted] additional information, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.



54. (Twice Amended) A transmission medium for transmitting a computer program used in an electric apparatus which receives information that is transmitted via a transmission medium and performs an operation in accordance with a control signal that is transmitted from a control device, the computer program comprising the steps of:

a first receiving step of receiving the control signal transmitted from the control device;

performing a control in accordance with the control signal received in the first receiving step;

a second receiving step of receiving the information transmitted via the transmission medium;

extracting additional information from the information received in the second receiving step; and

transmitting the additional information extracted in the extracting step to the control device,

wherein the control device is configured to store said [extracted] additional information and selectively delete said [extracted] additional information, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

55. (Twice Amended) A control method of an electric apparatus, comprising the steps of:

storing a computer program transmitted from a transmission medium, the transmission medium for transmitting said computer program used in an electric apparatus which receives information that is transmitted via a transmission medium and performs an

operation in accordance with a control signal that is transmitted from a control device, the computer program including the steps of:

a first receiving step of receiving the control signal transmitted from the control device;

performing a control in accordance with the control signal received in the first receiving step;

a second receiving step of receiving the information transmitted via the transmission medium;

extracting additional information from the information received in the second receiving step; and

transmitting the additional information extracted in the extracting step to the control device; and

controlling the electric apparatus by using the computer program, wherein the control device is configured to store said [extracted] additional information and selectively delete said [extracted] additional information, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and wherein the advertisement information includes coupon information.

56. (Twice Amended) A control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting additional information extracted by said extraction unit to a receiver, that receives information transmitted via a transmission medium, comprising:

transmitting means for transmitting the control signal to the electric apparatus;

receiving means for receiving the additional information [that has been extracted from the received information and transmitted by the electric apparatus];

output means for outputting the additional information received by the receiving means to a display device;

selecting means for selecting information from the additional information received by the receiving means; and

detachable storing means for storing the information selected by the selecting means, wherein the detachable storing means [is] includes an IC card,

[wherein said electric apparatus includes extraction means and an electric apparatus transmitting means, said electric apparatus transmitting means for transmitting the additional information extracted by said extraction unit to said receiving means, and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

83. (Twice Amended) A control method for controlling, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, comprising the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the received information and transmitted by the electric apparatus;

outputting the additional information received at said receiving step to a display device;

selecting selected information from the additional information received at said receiving step; and

storing the selected information selected at said selecting step,

wherein the step of storing includes the step of storing the selected information in an IC card,

wherein said receiving step includes the steps of extracting said additional information and transmitting the additional information an extracted at said extracting step for reception at said receiving step, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.

95. (Twice Amended) A method of controlling, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, comprising the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the [received] information and transmitted by the electric apparatus;

outputting the additional information received at said receiving step to a display device;

selecting selected information from the additional information received at said receiving step;

storing the selected information selected at said selecting step; and

erasing the selected information stored at said storing step,

wherein said receiving step includes the steps of extracting said additional information and transmitting the additional information extracted at said extracting step for reception at said receiving step, [and]

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information.